



SKILLS

Brand Positioning
Brand Strategy
User Research & Testing
Product Design
Visual Design
Prototyping
Wireframing
Ux + Ui Design
Information Architecture
Creative Concepting
Presenting + Pitching
Deck Design
Service Design
Event Design
Event Coordination

TOOLS

Figma
Sketch
Adobe Suite
Final Cut Pro
Chatfuel
Keynote
Cinema 4D
Unity

ASK ME ABOUT

Dolly Parton
My comprehensive beauty product review spreadsheet
The journey to obtain Beyonce tickets
My current TikTok obsession
Starting a summer camp

EDUCATION

VCU Brandcenter | Richmond, VA
Masters of Science in Business/Branding,
Experience Design Concentration
Class of 2019

Longwood University | Farmville, VA
Bachelor of Arts in Communication Studies,
Organizational Communication and Public Relations
Graphic Design Minor
Cormier Honors College
Class of 2015

EXPERIENCE

Gus.biz | New York, NY
Creative Strategist
Developed brand positioning, product design, and naming strategies for clients like Spotify for Artists, Timex, Meati, Vacation, and the PCA Group – a rapid prototyping beauty brand incubator.
Established and cultivated the strategic arm of the business as the fifth employee.
March 2022 - Present

Translation LLC | Brooklyn, NY
Context Planner
Led and created 360 campaign rollout plans for clients like Beats by Dre, State Farm, and Tic Tac.
July 2021 - March 2022

Junior Context Director
Discovered a passion for comms planning and strategic thinking, in addition to creative ideation.
June 2020 - July 2021

Longwood University | Farmville, VA
Brand Experience Strategist
Redesigned the campus visit experience for prospective students and their families, to drive enrollment and create a personalized and authentic first impression.
July 2019 - June 2020